

The REVIEW

VOL. XLXV—No. 28

JUNE 19, 1941



1907 ★ 1941

**BLUEBIRDS BRING HAPPINESS..
SO DO CHARTER MONTH SALES!**

**Founder's Day
June 25**



**Contest Closes
June 28**

**WHAT YOU ARE DOING IS NOT HALF
AS VITALLY IMPORTANT AS YOUR
ATTITUDE TOWARD YOUR JOB**

A job that is regarded as a monotonous grind cannot but react unfavorably on the worker.

The lifeblood of any organization is progress and progress depends upon the loyalty, interest and alertness of the individual worker in that organization.

The REVIEW



Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, JUNE 19, 1941

No. 28

T. R. GERLACH MEMORIAL SCHOLARSHIP

ESTABLISHED BY GERLACH-BARKLOW SALESMEN

"Every great institution is but the lengthened shadow of a man."

I know your plans call for an order or more on Wednesday, June 25th, in honor of the memory of T. R. Gerlach, whose vision and ideals made this great institution possible. The company secured its Charter on June 25th, 1907, so we are honoring our founder this year on Wednesday, June 25th.

Everybody who knew T. R. Gerlach knew four things about him; that he lived in the best city in the greatest country in the world, that he headed the greatest company in the world and he had as great an appreciation of what his customers and his associates in the business meant to him as any salesman or head of a business could have. I feel sure that you and I and every Gerlach-Barklow customer derive profound pleasure and satisfaction in the part we have in this T. R. Gerlach Memorial Scholarship.

As most of you know the idea of this scholarship was promoted by that master salesman, Jack Saunders, and approved and established by every Gerlach-Barklow salesman 100 per cent. The company gives one dollar for every order written on Charter Day—June 25th—to provide the fund for the scholarship. I feel we can be very happy

about the characters and records of the first two girls and boys chosen and I'm sure we feel the same way about the student chosen this year.

The Birthday Month is running 15 per cent ahead of last June and you will remember last year the month gave us outstanding increases. THANKS A MILLION from every one of your employees here in Joliet. Every man on the force wants increased earnings in June. The race is a fast one and sometimes the winner is only a nose ahead of the man just behind, so YOU CAN'T LEAVE IT TO CHANCE. The success of the 34th BIRTHDAY DRIVE is the result of your planning and our planning. YOU ARE DOING A GREAT JOB. I know every one of you will keep going and keep showing to make the wind-up of the Birthday month outstanding.

BEST OF LUCK IN BEING SELFISH. BEST OF LUCK IN GETTING YOUR SHARE. BEST OF LUCK IN WRITING ONE OR MORE ORDERS ON WEDNESDAY, JUNE 25th. I'm selfish. I'd get a big thrill out of seeing every man on the force write an order on June 25th. I know a great many of you will write two, three and four orders on that day.

T. Mackey

LET'S MAKE IT A PERFECT TRIBUTE

All through the years of our corporate existence there has been one outstanding day which we have come to look upon as a Red-Letter day. That day is June 25th—OUR BIRTHDAY.

This day has become known as a day when we do something for others; when John Dean Thompson's mother was living, our treasurer paid over to her each year the sum of one dollar for every order written on that day and it was this fund which brought comfort and happiness to the dear old lady from the time of John Dean's death, all through her declining years up to the day of her passing away.

In that year the Birthday Fund was used to erect a fine memorial to John Dean Thompson and his beloved Mother.

Following her death and the death of our Founder we instituted the Theo. R. Gerlach Memorial Scholarship, the office of which is to provide for the education of some deserving young person each year.

Thanks to your unselfish effort, four students have already been the beneficiaries of this scholarship fund and we are now awaiting the appointment of a fifth boy or girl to win the scholarship.

REMEMBER, you contribute nothing except the necessary effort to write one or more orders on Founder's Day, June 25, but for every order written on that day, our treasurer contributes the sum of one dollar to the Theo. R. Gerlach Memorial Scholarship fund.

On next Wednesday, June 25th we are afforded an opportunity to honor the memory of the founder of this great business. Let's make ours a perfect tribute.

FOUNDER'S DAY

WEDNESDAY, JUNE 25th

A careful analysis is being made at the Joliet Township High School in considering a number of candidates for the appointment of one deserving of the T. R. Gerlach Memorial Scholarship for 1941 and 1942.

Since this scholarship was first inaugurated, three graduates of the Joliet Township High School—Florence Beabout, Ray Vranichar and Dora Prew—have completed two years of college work and Bruno Sismondi has finished one year. None of these worthy young people could have continued their education without this assistance.

Next Wednesday is Founder's Day, celebrating the thirty-fourth birthday of Gerlach-Barklow. We hope that every salesman will have one or more orders next Wednesday as a tribute to Mr. Gerlach's memory, and to help another worthy young boy or girl to better prepare for the problems of mature life.

There are several possible winners of the most coveted of all Gerlach-Barklow awards, the Charter Emblem. It would be impossible to even guess who the successful one might be with one more week after this one. In looking over past records, it is evident that the last week or ten days frequently changed the standings of a great many contestants.

Since 1912 there have been twenty-nine winners of the Charter Emblem—five of the twenty-nine have gone into other lines of business—six have passed away and eighteen are still carrying on for the cause. They are in order of their victory: Rex Austin (1916), E. E. Meyer (1917), R. S. Osburn (1921), E. B. Sierer (1923), W. E. Gibson (1925), A. W. Vores (1926), H. J. Kersey (1927), H. F. Ricker (1929), Bert Stiff (1930), J. C. Hartman (1931), A. A. Muldrew (1932), J. M. Saunders (1934), C. I. Chamberlain (1935), Charles Clayton (1936), Herman F. Grotte (1937), Amasa Hartman (1938), John Ehlinger (1939) and A. W. Thurn (1940).

Heartiest congratulations to all previous Charter Emblem winners.

James R. Talbot

ANYTHING THAT CAN BE TOLD IN WORDS CAN BE TOLD ON POSTCARDS

The most resultful advertisements ever produced have had news value. Brevity and news are brothers. Post cards, somehow, seem to look like news. One automatically feels that he is receiving news when he receives a post card.

To achieve maximum success, post card advertising copy should be given news value—new merchandise developments, special timely offers, headline copy that calls for ACTION upon the part of the recipient.

The "THANK YOU" or "AL BASKIN" copy is effective as is also the copy which starts off with "WE ENJOYED READING ABOUT YOU," because they arouse human-interest in the mind of the recipient.

PLAY POSTCARDS FOR ACTION!

—o—

HERE'S COPY THAT HAS SOLD A LOT OF FANS

It's the sole of the people I keep in view
For I am a doctor of boot and shoe;
I serve the living and not the dead
With the best of leather and nails and thread.

Thanks for this copy go to Randolph Lipford who has made a number of fan sales with it.

* * *

YOU CAN SELL THIS TO THE MEMORIAL DEALER

This copy has been used on fans, calendars and blotters—
OUR SERVICE IS PERFORMED FOR THOSE WHO LOVE AND REMEMBER

* * *

HERE'S A COPY SUGGESTION FOR YOUR "LUCKY DOG" FAN

"A DOG GONE GOOD PLACE TO BUY

* * *

THIS COPY HAS BEEN USED ON MANY BLUEBIRD FANS
BLUEBIRDS FOR HAPPINESS, GERLACH'S FOR QUALITY AND SERVICE

* * *

THIS COPY FITS YOUR "OLD FASHIONED GARDEN" FAN

(Laundry or Dry Cleaner)

YOUR CLOTHES COME HOME AS SWEET AND FRESH
AS THESE LOVELY OLD-FASHIONED FLOWERS

BUSINESS IS GOOD, THANK YOU!

HERE ARE SOME MORE POTENTIAL WINNERS OF THE CHARTER EMBLEM

Ed. Sierer Leads the Parade With Over \$750

Ed. Sierer scores with a sale of 5,000 S-260 Bride's Cook Books to a FURNITURE DEALER for \$750.

Elsewhere in this issue of REVIEW you will find an interesting story of the growth of this good customer's order from year to year.

Don't miss it, and don't fail to show it to some hesitating buyer.

Craig Sohn made a \$350 sale of Knives and Pencils to a DEALER IN BUILDING MATERIALS AND COAL.

W. A. Scheafer sold 2,000 "The Guiding Hand" in R-15 to a GRAIN AND COAL DEALER for \$350.

A. McWilliams sold a complete Safety First campaign, "Be Sure You're Right" to a FARM BUREAU for \$283.

Ralph Bond sold Farm Record Calendars to a STATE BANK for \$118.

Bill Herrmann made a \$120 sale of Last Edition Calendars to a BAKERY.

Guy Dean creates a new account with a \$132 sale of Pencils to a GROCER.

H. C. Busack wins a new customer with a \$130 sale of Pencils to a CLOTHING MANUFACTURER.

Ben Bercovit sold 500 "My Diary" Baby Books to a DAIRY.

Mr. Busack makes a second appearance in the column with a \$100 sale of Religious Calendars to a FUNERAL DIRECTOR.

Herman F. Grotte made a \$100 sale of Business Calendars to a SPRING MANUFACTURER AND REPAIR CONCERN.

L. B. Nobles made a \$120 sale of Will Rogers Billboards and Utility Calendars to a REAL ESTATE AND INSURANCE AGENCY.

L. W. Thompson made a \$100 sale of Paragon Billfolds to a LUMBER DEALER.

A. W. Thurn created a new \$100 account with a sale of Paragon Vest Pocket Comb and File to a WHOLESALE LIQUOR DEALER.

WE MOVE ANYTHING ANYWHERE

Sold by H. N. Buckley on Thermometers to a Trucking Company

YOUR FRIENDLY SERVICE STATION

Sold by W. A. Scheafer on Bluebird Calendars to a Service Station

Charles Clayton made a \$120 sale of FD Service to a FUNERAL HOME.

Herman F. Grotte made a \$145 sale of "Springtime" in R-9A to a MULTIGRAPH AND MIMEOGRAPH LETTER SHOP.

J. B. Kasper sold Paragon to a FOUNDRY—an old customer—for \$111.

Amasa Hartman sold Paragon to a CONTRACTOR for \$105.

Tom Perrott sold Special Art Calendars to a WELL DRILLER for \$127.

Fred Shallish made a \$100 sale of SQA Folders with "Bluebird Revue" to an AMBULANCE SERVICE—a new customer.

Mrs. Fannie Peterson made a \$100 sale of Pencils to a MANUFACTURER OF CONCRETE BURIAL VAULTS—an old customer.

Albert J. Morrier sold Ger-Bars and Roll Calendars to a RETAIL LIQUOR DEALER for \$105.

H. D. Evans sold "In Remembrance" Boxes to a FUNERAL DIRECTOR for \$135.

J. B. Kasper sold 500 Paragon Key Cases to a FUNERAL DIRECTOR for \$125.

MOST EVERYTHING THAT'S GOOD TO EAT

Sold by E. P. Pittman on "Spirit of America" to a Market

Harold F. Ricker sold "Their Priceless Heritage" in S-257 and Billboards and Hangers—a complete campaign—to a LAUNDRY for \$105.

Bert Stiff sold 3,000 "Kiddies, Inc." Post Cards to a MERCANTILE CONCERN—a brand new customer.

V. Mentz made a \$125 sale of Pencils and Blotters to a MANUFACTURER—a new customer.

Larry Moss sold 200 Pencils to a LUMBER DEALER—an old customer.

R. A. McCune sold 250 Letter Openers to a MERCHANDISE TRADING COMPANY.

F. A. Britton sold 50 Paragon Billfolds to a SAND AND GRAVEL COMPANY.

J. Milton Wigley sold 500 "My Diary" Baby Booklets to a CREAMERY.

Mr. Weck of South Dakota sold 250 "Scenes of My Childhood" in HG4263 to a REALTOR.

IF YOU CAN'T STOP, DON'T START

Sold by Jack H. Saunders on Blotters to a Brake Service Company

SOMEONE SAID
"Every time we make a friend we grow a little."

THAT IS WHY
We're always inviting business.

WE WANT TO GROW
Sold by Bert Stiff on "Brainy Bow Wows" to a Lumber Dealer

Fred Shallish sold 250 Family Record Books to a FUNERAL DIRECTOR.

Marvin Mitchell made a \$75 sale of FD Service to a FUNERAL HOME.

C. L. Lewellen sold 250 No. 125 Pencils to an INSURANCE AGENCY.

Rudy Maddox sold 50 Pen and Pencil Gift Sets to a FINANCE COMPANY.

Frank R. Raitz sold "My Bonnie" to a PATTERN SHOP.

E. P. Pittman gained a new customer with a sale of Knives to a MEN'S WEAR SHOP.

E. E. Meyer sold 500 S-241, "Houghton Mill" to a NATIONAL BANK.

THE SPIRIT OF AMERICA YESTERDAY, TODAY AND FOREVER
Sold by Lynn Walker on "Spirit of America" to a Furniture Dealer

Isidor Siegel sold "In Remembrance" Boxes to a FUNERAL DIRECTOR.

E. L. Phillips sold 100 Bride's Cook Books and 100 Baby Record Books to a PHOTOGRAPHER.

A. S. Hartman sold 100 Safety First Billboards, "The Right o' Way" to an AUTO SERVICE STATION.

H. C. Busack sold 4,000 FD Service to a FUNERAL DIRECTOR.

Ben Bercovit sold 100 No. 92 Knives to a CONTRACTOR—a new customer.

Mr. Bercovit also sold 3,000 Fans to a FURNITURE DEALER—another new customer.

Mr. Bercovit creates a third new account with a sale of 300 R-15 "Peekaboo" to a BEER DISTRIBUTOR.

Fred Bell sold 100 No. 7 Memorial Records and 2000 FD Service to a FUNERAL DIRECTOR.

Art Vores sold 500 "Spirit of America" in HG4251 to be used as personal greetings by an old customer.

WE'LL GO A LONG WAY TO SERVE YOU
Sold by F. L. Zimmerman on "Down on the Farm" to a Coal and Feed Company

FOUNDER'S DAY

Here in Joliet we are all hoping that this year's FOUNDER'S DAY will be the most successful ever held. There are many reasons why it should be, for at the present time the United States is doing far and away the biggest business ever known, and public buying power is at an ALL-TIME high.

Right at this point, let us get some facts clearly in mind. The first is that—NO MATTER WHAT HAPPENS IN THE REST OF THE WORLD—the United States will not only continue to do business for many generations to come, but will continue to be the greatest nation on earth. In fact, when this war is over, THIS country will be more than ever the strongest and wealthiest of all the nations.

The second important fact for us to remember is that there is only one way to finance our defense effort. That way is to INCREASE NON-DEFENSE BUSINESS in every way possible. The idea seems to have gained headway that it is unpatriotic to talk about "business as usual." That is nothing short of BUNK. Not only is it important to do business as usual, but it is tremendously important to do UNUSUAL BUSINESS—THE BIGGEST BUSINESS WE HAVE EVER DONE.

This idea of curtailing business got started because it was found impossible in the case of CERTAIN RAW MATERIALS to supply BOTH our normal, peacetime

needs and our defense and "lease-lend" requirements. But these shortages apply only to certain items. They do NOT apply to ninety-five per cent of the business of this country, and it is from these 95 per cent that we obtain OUR business.

Obviously in times of "national emergency," the needs of the Government take precedence over all other needs. This applies to men, money and materials. The Government is perfectly able to take care of these needs when any men, money and materials in normal business are needed. In fact, the Government is not only well able to tell us, but it has the power to compel us to do what is necessary for national defense. **IT IS ALREADY DOING THIS EVERY HOUR OF EVERY DAY.** Therefore, it is a little bit absurd for any individual or business firm to take the position that they must go slow for "patriotic" reasons. It is not only absurd, but—in itself—is **UNPatriotic.**

The first step in beating Hitler and his fellow dictators is to make this country **IMPREGNABLE.** That means we must not only spend the 40 billion dollars already appropriated, but very probably twice that amount. Some folks say it will cost 80 billion dollars to win this war. Maybe not. But, whatever it costs, it will be possible to raise the amount **PROVIDED** we pitch in with all our might, and do our business—**NON-DEFENSE BUSINESS**—to the hum in this country. That we can do

only one way—**THROUGH UTILIZING ADVERTISING AND SALESMANSHIP TO THE VERY UTMOST.**

It is pretty generally agreed that we shall have a national income this year of around \$85,000,000,000. Next year—if we work hard—we can probably increase this yearly income to \$100,000,000,000. It is out of this **INCREASED** income that our war effort must be financed. For, of course, no matter how much our Government may borrow in the form of bonds and bank credit, the fact remains that our ability to **INCREASE** our national income will be the deciding factor in producing arms and armament.

As business firms and as individuals we are going to face higher taxes. How are we going to pay them? There is only one possible way. We must pay them by **INCREASING OUR OWN ABILITY TO PAY TAXES.** We can't pay NEXT year's taxes out of LAST year's income. Neither can we purchase United States Savings Bonds if we haven't the money wherewith to buy them. Bank borrowing against these bonds has been expressly forbidden. Therefore, they must be purchased out of current income or previous savings. And—to most of us—that means out of current income.

No, there is nothing unpatriotic about doing all the business we possibly can. The unpatriotic thing is **NOT** to do all the business we possibly can. By following the

first course, we make ourselves incapable of helping Uncle Sam in his hour of need. By following the second course we do **OUR** part in supplying the funds that our Government requires.

There is nothing that would please Hitler more than for the people of the United States to get the notion that it is unpatriotic to go after business. That **WOULD** be playing into his hands. In fact, the one thing he hates most about both Britain and the United States is the fact that they are able to construct billions of dollars worth of airplanes, guns, ships, and tanks and **STILL MAINTAIN THEIR PEACETIME BUSINESS.** That's something he **CAN'T** do, and he knows it. The outcome of the war may hinge upon this very fact.

By all means, let us go after every dollar's worth of business we can obtain. More than ever before, it is our duty to do so. **A BIG FOUNDER'S DAY—A RECORD-BREAKING FOUNDER'S DAY—WOULD BE THE BEST EVIDENCE WE COULD SUPPLY OF THE ECONOMIC IMPREGNABILITY OF THE UNITED STATES.**

Let's have it!

Jewett E. Ricker

AS GOOD AS THE BEST—BETTER THAN THE REST
Sold by H. R. Messick on Pencils to a Pie Bakery

Mr. Trocksell sold 20 Paragon Desk Memo Pad Calendars and five Deck Sets to a MANUFACTURER.

D. G. Waite sold "Rainbow Fishing Fleet" in R-8 and R-16 to a FISH AND OYSTER MARKET—a brand new customer.

S. C. Whalen sold 25 "In Remembrance" Cabinets to a FUNERAL HOME.

Mrs. Fannie Peterson won a new customer with a sale of FD Service and Fans to a FUNERAL DIRECTOR.

Mrs. Peterson also sold "The Joy of Living" and "Happy Bluebird Family" to a STATE BANK.

Nick Osburn sold Will Rogers Billboards to a STORAGE WAREHOUSE COMPANY.

Clifford Higgins made a new customer for himself with a sale of 50 "In Remembrance" Cabinets to a FUNERAL DIRECTOR.

T. L. Dallas sold 350 Religious Calendars to a FUNERAL DIRECTOR.

A. C. Miller created a new account with the sale of 300 Pencils to a MANUFACTURER OF ROOFING MATERIALS. This concern travels six salesmen and each salesman gets fifty pencils each bearing his name and business card.

W. F. Dunlap sold "An Autumn Rhapsody" in R-2 Billboards to a FUNERAL DIRECTOR.

Charles Chamberlain sold 400 "Silver Dawn" in HG4253 to a MANUFACTURING CONCERN.

Leo Himelhoch sold "Their Priceless Heritage" to a SERVICE STATION.

Sidney Hodson sold 500 HG4294 to a HOTEL.

Albert J. Morrier created a new account with a sale of 300 Art Mount Calendars, "The Silver Dawn" to a CREAMERY.

A. McWilliams sold "My Bonnie" in Billboards and Art Mounts to a PLYMOUTH DEALER.

Ralph Gamble sold 200 Letter Openers to a SERVICE STATION, a new customer.

Perc Earl sold 2400 "Kiddies, Inc." Blotters to a GRAIN DEALER.

Harry Timothy sold 250 Perpetual Calendar Pencils to a MANUFACTURER OF CONCRETE PIPE AND OTHER PRODUCTS—a new customer.

Craig Sohn makes a \$100 sale of Knives to a PLUMBING SUPPLY DEALER, a new customer.

Guy Dean made a nice sale of "Kiddies, Inc." Blotters to a COAL DEALER, using the blotter copy shown on page 550 of REVIEW May 29.

MILK FOR HEALTH—PASTEURIZED FOR SAFETY
Sold by H. D. Evans on "A Long Life and Healthy One" to a Dairy

ALWAYS PROTECT OUR FUTURE—PLEASE DRIVE CAREFULLY
Sold by O. M. Wildman on "Be Sure You Are Right" to a
Grain Dealer

F. A. Britton sold 3000 "Bright Bouquets" Blotters to a FLORIST, a new customer, to advertise "FLORISTS SINCE 1888.

Nick Osburn sold 5000 FD Service to a FUNERAL DIRECTOR.

Clyde Estes sold 50 "In Remembrance" Cabinets to a FUNERAL DIRECTOR.

W. J. Eggleston sold 200 "My Bonnie" in HG4260 to a GARAGE.

Charles Clayton sold "Be Sure You're Right" in Billboards, Hangers and Utility Calendars to an INSURANCE AGENCY—a new customer.

H. N. Buckley sold "Priceless Heritage" to a PLUMBING AND HEATING CONTRACTOR, a new customer.

Harry Etter made a \$100 sale of Will Rogers Calendar Greetings to a SANITARY COMPANY.

John Gilbert won a desirable new customer with a sale of 5,000 Funeral Directors' Service to a FUNERAL HOME.

Harry Etter sold 200 Twelve-Sheet Calendars to a manufacturer of SAUSAGE CASINGS—an old customer.

C. P. Cook sold "Springtime in the Forest" and "My Bonnie" to a PONTIAC AND CADILLAC DEALER.

Mr. Dutton of Indiana created a nice new account with a sale of 1000 Will Rogers Ger-Bars to a MERCANTILE CONCERN.

D. G. Waite sold Pencils, Knives and Paragon to a PLASTERER.

O. O. Noell sold Farm Record Calendars and Better Homes-Better Gardens Calendars to a NATIONAL BANK—a new customer.

Ryan S. Perry sold 300 Bride's Cook Books No. S-260 to a DAIRY.

S. C. Whalen sold 250 "Spanky Safety Patrol" to a DOCTOR.

Glenn A. Woods sold 125 Pencils and 500 Business Calendars to a PRINTER.

Mr. Woods also sold 200 P-242 Business Calendars to another PRINTER, a new customer.

Charlie Chamberlain sold 50 Paragon Billfolds to a STORAGE WAREHOUSE COMPANY.

R. R. Bond made an \$87 sale of Paragon to a BREWERY.

Tom Merchant sold "Spirit of America" to an AUTO LOAN AND FINANCE COMPANY, a new customer.

Fred Bell won a new customer with a sale of FD Service to a FUNERAL DIRECTOR.

B. A. Day sold 4000 FD Service to a FUNERAL DIRECTOR.

COME AGAIN—YOU'RE ALWAYS WELCOME
Sold by G. F. Russell on Fans to a Hotel

BRIDE'S COOK BOOK PAYS DIVIDENDS

In Ed. Sierer's big town, there's a furniture dealer who in March, 1935, bought 250 Bride's Cook Books for \$46.

In May of the same year this customer reordered, buying 600 books for \$78.

During the following year he bought 2,500 books for \$360.

In 1937, 5,000 books were purchased for \$800.

In 1939 and 1940, 10,000 books were bought for \$1,500.

Today comes a new order for 5,000 books for \$750 bringing this good customer's total up to 23,350 books for \$3,534.

The customer has a rating of \$125,000 with highest grade of credit. This standing is the result of sound business management and it goes without saying that, while they might have given the Bride's Cook Book a tryout, whether or not it proved successful, yet it's a cinch that they would not have continued the distribution over a period of six years, with consistent increases every year, unless it paid dividends.

What better testimonial regarding the value of this good-will builder could any customer or prospective customer ask for?

THIS COPY IS SELLING FANS

**"MAY GOD'S BLESSING REST UPON ALL THOSE
WHO WORSHIP IN THIS CHURCH TODAY"**

The above copy was first sold by Herman F. Grotte who suggested it to a funeral director for church distribution; reprinted in REVIEW it came to the attention of the Gerlach-Barklow sales force and a dozen or more salesmen used it as a help in selling fans to be used for church distribution. Now it is being sold every day and in all parts of the country.

You still have two months in which to sell fans and we suggest that you make use of Mr. Grotte's copy to increase your fan sales.

NOW IS A GOOD TIME TO BOOK COAL ORDERS

Here is an idea which is bringing home some bacon for Frank Raitz of Ohio.

Frank sells "Bright Bouquets" Post Cards to the coal dealer. Here is a typical sale—2,000 Post Cards with selling copy and 250 Post Cards with "Thank You" copy.

HERE'S THE SELLING COPY—

Predictions are that we will see a shortage of quality coal this season. Operators and Miners agreement may come up again soon. Play safe and get your supply in now while prices are at the lowest point in the year. Take advantage of our Budget Plan.

HERE'S THE "THANK YOU" COPY—

THANKS for your order. We enjoy serving you and hope to have the pleasure of doing so often in the future.

Please call us when we can be of service to you in your heating problems.

Show this simple and inexpensive campaign to your coal dealer customers and prospects and explain how effective it should be in getting consumers to order their coal before Winter comes.

"Our Service Is Rendered for Those Who Love and Remember"

This copy is selling "Family Record" Booklets to MEMORIAL DEALERS for C. L. Lewellen of Ohio. The Family Record has already been sold to about twenty lines of business, among which are—

JEWELERS
REAL ESTATE
LAUNDRIES
COAL DEALERS
CREAMERY

INSURANCE AGENTS
MEMORIAL DEALERS
CLEANERS
DAIRIES
GENERAL STORE

BANKS
FUNERAL HOMES
GROCERY & MARKET
RUG CLEANERS
FLORIST

WITHDRAWALS

LE HANGER—R8—16½x23½—When My Ship Comes In
LE HANGER—R9A—14x28—The Cutty Sark
LE HANGER—R15A—9¾x20—Lucky Dog
LE FAN—Our President
FD CARD—FD60—Panelled

1941 CHARTER MONTH AWARDS

1ST PRIZE—The Charter Emblem, a beautiful diamond-set pendant recognized as the greatest honor that can be given to any Gerlach-Barklow salesman. Winner will also be invited to and be the guest of honor of the North Woods fishing party in July.

2ND PRIZE .. \$50 CASH

4TH PRIZE .. \$15 CASH

3RD PRIZE .. \$25 CASH

5TH PRIZE .. \$10 CASH

The above awards will be made on the basis of the following scale of points:

Volume	25 points
Number of orders	20 points
Number of new customers	10 points
Volume of calendar sales	15 points
Volume of DAD sales	10 points
Volume of HG and FD sales	10 points
Volume of leather and miscellaneous sales ..	10 points

A \$50 special award will also be made to the previous Charter Emblem winner making the best record. A salesman can win the Charter Emblem only once. Therefore this special award is offered to men who have won it in former years.

If the 1941 Emblem should be won by a winner in the Spring Fishing Contest, he will receive a cash bonus of \$50 in recognition of the achievement.

In June, 1907, the Gerlach-Barklow Company entered the field without a single customer on its books. For this reason it is fitting that a special effort should be made during Charter Anniversary to create new accounts, and each salesman who secures ten or more will be awarded a handsome and handy zipper kit bag.

New customers will be regarded as those who have never previously bought from us.

WHO WILL BUY BILLFOLDS?

LUMBER DEALERS present them to architects, builders, factory superintendents, contractors, hotel and apartment house superintendents and other buyers of lumber.

INSURANCE AGENTS present to property owners, trustees of estates, corporation counsels, property managers and others who have the placing of large insurance policies in charge.

BREWERS present them to hotel and tavern owners and to bartenders.

PLUMBERS present them to contractors, builders, architects and others who may be in a position to influence trade.

COAL DEALERS usually have a preferred list of big buyers in factories, office buildings, hotels, apartment houses, hospitals and other places where a licensed engineer is employed.

CREAMERIES find it to their advantage to present a gift to the farmers from whom they buy their milk.

SERVICE STATION OWNERS, if they cater to the trucking trade find it to their advantage to make friends of the drivers, a good billfold is a good friend-maker.

TRUCKERS find it desirable to make friends of shipping clerks, traffic managers, state highway police and others who are in a position to grant favors. Billfolds are always acceptable.

BANKS AND TRUST COMPANIES oftentimes give gifts to officers and directors of the institution and to officers of correspondent or exchange banks.

FUNERAL DIRECTORS WHO OWN AMBULANCES will find it to their advantage to make friends with physicians, hospital superintendents, police and fire chiefs, county sheriff and others who may turn business their way.

LOAN AND FINANCE CONCERNS—especially those that specialize in auto loans, gain the good will of auto salesmen who in turn recommend this particular finance company when they make a sale. The Paragon billfold hits the mark for building good will.

TO HELP YOU MAKE SALES ON FOUNDER'S DAY

Here are several simple ideas that brought home some
"Bread-and-Butter" orders last Saturday and are yours
to use as you see fit on Founder's Day, June 25th.

J. L. Morrissey sold "Poems Without Words" Blotters to a MEMORIAL DEALER to advertise—

DESIGNS AND PRICES TO YOUR LIKING

O. E. Horning sold Memorial Record Books to a MEMORIAL DEALER to promote this copy—

WITH SYMPATHY

Howard Kersey also sold Memorial Record Booklets using the same copy.

Leo Himelhoch sold the Family Record Booklet to a CARTAGE & STORAGE CONCERN to say—

THANKS. WE ENJOYED SERVING YOU
AND WE INVITE YOU TO CALL AGAIN

P. M. Winter and E. E. Meyer are both selling the Family Record Booklet to FUNERAL DIRECTORS, using only the mortician's name with no ad.

Rudy Maddox won a new customer when he sold 2000 Fans to a FURNITURE DEALER. The novel thing about this order is that Rudy sold it with the Oath of Allegiance to the Flag.

Why not try this one yourself on Founder's Day?

J. B. Kasper sold "Bright Bouquets" Post Cards to a FURNITURE DEALER using the Al Baskin copy.

Quite a number of recent orders from AUTO SERVICE STATIONS call for the Gas Tank Greeting.

There's another one you can try on Founder's Day.

Lynn Walker sold "Spirit of America" to a BUSINESS COLLEGE when he suggested the following copy—

THE SPIRIT OF AMERICA YESTERDAY — TODAY AND FOREVER

G. R. Russell sells Will Rogers Calendars to a TIRE RECAPPER to say—

NOT HOW CHEAP—BUT HOW GOOD

MAKE MY TELEPHONE LINE YOUR CLOTHES LINE

That copy wins new customers for Sam Raborn when he calls on laundries and cleaners.

There isn't a single new idea in the lot, but there are times when a simple idea will close an order, and we mustn't miss on Founder's Day.



We'll Go a Long Way to Serve You

THE F. L. ZIMMERMAN COAL & GRAIN CO.

Phone Main 6742

1941	JUNE						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	-	-	-	-	-	

THE REVIEW

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Ideas Will Sell!

WHEN LITTLE ELSE FINDS A MARKET

*Never Shift Your Mouth
Into High Gear Until You Are Sure
Your Brain Is Turning Over*